



**LEE COUNTY
INDUSTRIAL DEVELOPMENT AUTHORITY
November 17, 2017**

Members Present: David Barton, Ed Bolter, Douglas Gyure, Wayne Kirkwood, Gail Markham and Robbie Roepstorff

Member(s) Absent: Tom Hoolihan

Staff and Guests Present: John Boland, Rachel Busch, Rebecca Czyz, Roger Desjarlais, Antranette Forbes, Tiffany Grint, Amy McQuagge, Glen Salyer, Jim Humphrey (IDA Counsel), Gary Griffin (Horizon Council), Gray Davis (Horizon Foundation), Chris Spiro (Horizon Council), Eric Berglund (SWFL Economic Development Alliance), and Bill Turner (Spiro & Associates)

I. CALL TO ORDER

Chair Robbie Roepstorff called the meeting to order at 10:03 a.m., followed by roll call. Gail Markham will be excused at 11:30 for another appointment.

II. GUEST INTRODUCTIONS

Gray Davis, President of the Horizon Foundation, Gary Griffin, Horizon Council Chair, Chris Spiro, Horizon Council Member, Bill Turner, Spiro and Associates and Eric Berglund of the SWFL Economic Development Alliance were introduced.

III. APPROVAL OF MINUTES

A motion to approve the October 27 IDA meeting minutes as amended, with changes made to the VOA bond resolution motion, replacing "drawn down" with "released", and change QDP report to QPD (Qualified Public Deposit) report, in the financial report was made by Ed Bolter, seconded by Doug Gyure, and unanimously approved.

IV. TREASURER'S REPORT

The October 2017 financial reports were discussed.

John Boland pointed out a correction that would be made to the Net Undesignated Fund total. The \$955,000.00 total will be corrected and changed to reflect \$1,040,002.00.

The summary sheet for the month end of October for the general operating account shows \$1,995,002.17, this includes uncleared transactions of \$3,369.41.

The Florida Community Bank certificate of deposit was rolled over at the renewal rate of 1.47% for twelve months. Stonegate Bank (certificate of deposit holder) was acquired by Centennial Bank, as reflected on the Financial Summary sheet.

A motion was made to accept the financials as amended, with the correction made to change the net undesignated fund total from \$955,000.00 to \$1,040,002.00 by Gyure, seconded by Wayne Kirkwood, and unanimously approved.

V. UNFINISHED BUSINESS

Horizon Foundation Chief Fundraiser Job Description Proposal

Horizon President Davis discussed the Chief Fundraiser Job Description. Davis noted that the sole purpose of the Foundation is to operate as a public/private partnership in support of the Horizon Council and its members in support of the Lee County Commissioners and the Lee County Economic Development Office of Southwest Florida by raising funds necessary to support initiatives of the Horizon Council and the EDO.

The stated mission of the Foundation is to raise the funds necessary to enable the Horizon Council and EDO to work towards improving the business environment in Lee County to retain and encourage the expansion of existing industry, and to attract new and diversified employment in the area.

In an effort to keep continuity, satisfy County auditors, attract new membership and continue to raise funding for marketing use, the Foundation proposes to contract a fundraising consultant, a 1099 position with an annual compensation figure not to exceed \$50,000.00. This position would report to the President of the Horizon Foundation.

The Horizon Foundation will pay for the 1099 position, and be later reimbursed by the Lee IDA, not to exceed \$50,000.00 annually. The Horizon Foundation will report to the Lee IDA on the successes of the 1099 position as requested. A letter of agreement will be generated by Jim Humphrey, IDA counsel, outlining the agreement between the Lee IDA and the Horizon Foundation.

The Horizon Foundation bylaws will be reviewed to ensure that the funds coordinate with the Lee IDA bylaws.

A motion was made, contingent on the Horizon Foundation bylaws being reviewed to ensure that the funds coordinate with the Lee IDA bylaws, to reimburse the Horizon Foundation for the contracted 1099 fund raising position, in an amount not to exceed \$50,000.00 yearly and periodic reporting, and would be subject to annual review, by Kirkwood, seconded by Markham, and unanimously approved.

VI. NEW BUSINESS

Lee County Economic Development Office 2018 Marketing Plan Proposal

Glen Salyer thanked the IDA and the Horizon Foundation for coming together to review the EDO's conceptual plan for 2018.

John Boland outlined the three main goals and objectives: the Lee County existing business retention and expansion visits; new Lee County businesses—attraction and entrepreneurial start-ups; and the Lee County work force, specifically retaining and attracting talented and educated individuals.

He went on to discuss the current state of the EDO marketing catalog including new EDO website, paid media, earned media, owned media, marketing successes, social posting, target industry marketing and the marketing tool kit, including creating a brand story that could be engaged in the future to include the Lee County Sports Development group and the Lee County Visitor and Convention Bureau.

Amy McQuagge further elaborated the EDO's business and expansion strategy that included data collection, creating awareness, sharing resources and connecting with other businesses. EDO has capitalized on social media, highlighting the business visits through the website called "LimeLights". The visits are now being videotaped and will be known as "LimeLight Live" business interviews. Interactions and engagements with social media have been very successful with people sharing the stories via Facebook. A monthly newsletter showcases upcoming business events, Horizon Council happenings, and sometimes features a guest writer.

The Horizon Council's Commercial Corridor Revitalization Committee has been very productive. Rachel Busch holds monthly meetings that target the DevelopLee initiatives for areas including Lehigh Acres, North Fort Myers and the MLK corridor. The meetings are attended by property owners, business owners and community volunteers coming together to look for creative ways to help revitalize those areas.

The group is actively working on attracting national developers and investor interest by marketing key properties. The group is developing a GIS interactive investor activity map to show planned projects. The group also recently attended the International Convention of Shopping Centers Expo, meeting with key retailers hoping to generate their interest in coming to Southwest Florida.

The Lee EDO is about to launch a new user-friendly website, showcasing three major components for businesses: start, grow and relocate. Tools, business guides, funding sources, property locaters, talent resources, etc. will all be available for entrepreneurs as well as site selectors.

McQuagge asked for the help of a third party agency that could help with out-of-market public relations and the media, establishing relationships with journalists and navigating editorial calendars. She also talked about needing a creative partner that could help bring the Lee County EDO story to life, to celebrate and embrace the business community and highlight the quality of life in Lee County.

Boland handed out a document that outlined the roles and responsibilities of Lee County, the Horizon Foundation, the Lee IDA and the Lee EDO.

Boland explained that the SWFL Economic Development Alliance assists with out-of-market lead generation and attends all the site selector events, trade events and international events. The County pays up to \$2,000.00 for each lead that it generates, with a cap of \$100,000.00. The Alliance is a shared resource between several counties.

A motion was made to accept the Lee EDO request of \$150,000.00 for 2018 marketing budget purposes by Kirkwood, seconded by Bolter and unanimously approved.

A second motion was made to modify the Lee IDA budget to reflect a new line item for an additional \$50,000.00 for the Horizon Foundation 1099 administration hire, to be taken out of the \$950,000.00 line item designated for Lee Economic Development Programs by Kirkwood, seconded by Bolter, and unanimously approved.

David Barton brought up the traffic congestion in Lee County. Barton would like to see a Horizon Council committee formed to work in conjunction with Lee County EDO, to work with the transportation side of the County to try to find more ways to improve our road systems and the means in which they are used. Roepstorff said that as the IDA Chair, she would bring up the traffic congestion committee idea at the next Horizon Council Executive meeting.

Berglund mentioned that the Southwest Florida Transportation initiative (SWFTI) has been reinvigorated and regional transportation issues are being discussed again. He thought the SWFTI Chair would be interested in working with the Council and the County, and will provide the IDA Chair with a contact.

Humphrey mentioned for the record that the VOA had accepted the IDA's conditions put against the bond resolution acceptance.

VII. DIRECTOR COMMENTS

No Comments.

VIII. ADJOURN

With no further business, a motion to adjourn was made by Bolter, seconded by Kirkwood and unanimously approved. The meeting was adjourned at 12:38 a.m.